

What is Claimed is:

1. A packaged product comprising:
 - a. flexible liquid-filled pouches; and
 - b. an outer container for containing the liquid-filled pouches;wherein the outer container contains a plurality of flexible liquid-filled pouches whereby at least two or more of the flexible liquid-filled pouches are in mutual contact, and wherein the outer container further comprises means for avoiding or minimizing rupture of the flexible liquid-filled pouches when the outer container is subject to shock.
2. A packaged product according to claim 1 wherein the flexible liquid-filled pouches comprise a flexible film which forms the wall of the pouch, and wherein the flexible film is soluble in water.
3. A packaged product according to claim 1 wherein the means for avoiding or minimizing rupture comprises a further wrapping material whereby the further wrapping material tightly encloses the plurality of liquid-filled pouches.
4. A packaged product according to claim 3 wherein the plurality of liquid-filled pouches are enclosed with the further wrapping material by shrink-wrapping or by vacuum packing.
5. A packaged product according to claim 1 wherein the means for avoiding or minimizing rupture comprises a cushioning material.
6. A packaged product according to claim 5 wherein the cushioning material is selected from the group consisting of foam, bubble wrap, and cellulose-based paper or board, or combinations thereof.
7. A packaged product according to claim 6 wherein the cushioning material is selected from the group consisting of polyethylene foam and corrugated cardboard, or combinations thereof.
8. A packaged product according to claim 1 wherein the outer container is a thermoformed or an injection molded plastic tub.

9. A packaged product according to claim 8 wherein the outer container is provided with a recloseable lid.
10. A packaged product comprising:
 - a. flexible liquid-filled pouches; and
 - b. an injection-molded plastic tub for containing the liquid-filled pouches;
 - i. wherein the tub contains a plurality of flexible liquid-filled pouches whereby at least two or more of the flexible liquid-filled pouches are in mutual contact, and
 - ii. wherein the tub further contains a cushioning material for avoiding or minimizing rupture of the flexible liquid-filled pouches when the outer container is subject to shock.